

SWAROVSKI OPTIK opens its first store worldwide

On June 27, 2023, SWAROVSKI OPTIK, a leading manufacturer of high-precision long-range optics, is opening its first ever store at the Swarovski Kristallwelten site in Wattens, Austria. This is the next important step in the family-owned Tyrolean company's growth strategy, with a particular focus on direct exchanges with nature lovers all over the world.

"We have been working consistently for many years on expanding our sales channels for our end customers as part of our forward integration. The opening of the world's first SWAROVSKI OPTIK store is now the next major milestone. The world's smallest mobile SWAROVSKI OPTIK store in the form of a CAKE-Bike can also be admired in front of the store. This is how we inspire people to experience the beauty of nature that is worth protecting with the eyes of the hawk," says Carina Schiestl-Swarovski, Chairwoman of the Advisory Board and Supervisory Board of Swarovski-Optik AG & Co KG., proudly.

"Sustainable growth – in particular, in the outdoor sector – is a clear strategic goal for us. From as early as 2013, our focus has increasingly been on contact with end customers, who we reach out to through our online store, at trade fairs, and with our Mobile Experience. This is a central part of our multi-channel strategy. The opening of the world's first SWAROVSKI OPTIK Store is now the next important milestone," explains Stefan Hämmerle, Chief Marketing & Sales Officer, Member of the Executive Board.

A place for nature lovers

The new store presents the complete range of binoculars, spotting scopes, and accessories, as well as the brand's own gear collection. It also offers visitors an immersive experience of the world of SWAROVSKI OPTIK. "Direct contact with our users has always been extremely important for us. We are very pleased that this place offers visitors a chance to not only try out the latest generation of long-range optics, but also experience our brand first-hand and engage directly with us," comments Stefan Hämmerle.

Concept and interior design: feel the love of nature

"At SWAROVSKI OPTIK, we have put our love of nature at the heart of everything we do. The concept of the new store is also guided by this. When you enter the store, you can feel the love of nature at first hand. In the structural implementation, we have placed the highest value on the use of durable and natural materials. The clay wall is a nice highlight for me. I am also pleased that many elements of the interior were realized with local crafts businesses who are located within a maximum radius of 90 miles (105 kilometers)," says Carina Schiestl-Swarovski.

The high-quality interior design incorporates natural and durable materials such as ash wood. On the back walls, vertical strips of wood create an impression of depth, inspired by forest views. A clay wall, stones from a nearby quarry, and a striking tree rootstock bring the natural world inside, while the large glass frontage creates a seamless transition to the outdoor environment and opens up amazing views. A cozy lounge area invites visitors to relax and enjoy the stunning Tyrolean mountain scenery. The roof of the new SWAROVSKI OPTIK store is covered with lush greenery consisting of local plants such as ivy, wild grapevine, hops, and grasses. Outside the store, there is another attraction: the SWAROVSKI OPTIK MEX e-bike. This allows visitors to easily try out a wide range of long-range optics directly on site.

International audience and new target groups

PRESS RELEASE



**SWAROVSKI
OPTIK**

Swarovski-Optik AG & Co KG.

Absam, June 27, 2023

The Swarovski Kristallwelten in Wattens is the perfect choice for the opening of the first SWAROVSKI OPTIK store. This location at one of the most-visited sights in Austria will appeal to an international audience and allow us to address a wider target group. Stefan Hämmerle, Chief Marketing & Sales Officer, Member of the Executive Board: “Our aim for the Wattens site is to inspire people of all ages and from all over the world with high-quality long-range optics. Looking through binoculars immediately shows us just how closely we can experience nature and what wonderful discoveries await us.” Along with specialist retailers, the new

store will provide an additional touchpoint for nature lovers from all over the world. Stefan Isser, Managing Director of the Swarovski Kristallwelten, is delighted with this new attraction for visitors: “For international visitors in particular, simply arriving at the Swarovski Kristallwelten is the first moment of wonder, with the unique panorama of Alpine peaks and the Crystal Cloud. The world-first SWAROVSKI OPTIK Store now allows visitors to enjoy this view even more intensely, and to try out a wide range of SWAROVSKI OPTIK products all under one roof.”

Opening hours and directions

The SWAROVSKI OPTIK Store at the Swarovski Kristallwelten in Wattens is open daily from 10 a.m. until 7 p.m.

No entrance ticket for the Swarovski Kristallwelten is required to visit the store.

Address:

SWAROVSKI OPTIK Store

Kristallweltenstraße 1

6112 Wattens

For more information about the SWAROVSKI OPTIK Store:

<https://www.swarovskioptik.com/at/de/outdoor/store-wattens>

High-resolution pictures:

[SWAROVSKI GROUP DAM SYSTEM - SWAROVSKI MAM | TYROLIT MDB | SWAROVSKI OPTIK MAM](#)

The world belongs to those who can see beauty.

Experience the moment!

SEE *THE* UNSEEN.

SWAROVSKIOPTIK.COM

SWAROVSKI OPTIK

SWAROVSKI OPTIK, headquartered in Absam, Tyrol, is part of the Swarovski group of companies. Founded in 1949, the Austrian company specializes in the development and manufacturing of long-range optical instruments of the highest precision in the premium segment of the market. The binoculars, spotting scopes, rifle scopes, and optronic instruments are products of choice for demanding users. The company's success is based on its innovative strength, the quality and intrinsic value of its products, and their functional

and esthetic design. The appreciation of nature is an essential part of its company philosophy and is reflected commendably in its environment-friendly production and its long-term commitment to selected nature conservation projects. The turnover in 2022 was 216.4 million euros (2021: 210,4 million euros), with an export ratio of 91%. The company has around 1,100 employees worldwide.

PRESS RELEASE

Swarovski-Optik AG & Co KG.
Absam, June 27, 2023



Swarovski Kristallwelten

In honor of Swarovski's centenary birthday in 1995, Swarovski Kristallwelten (Swarovski Crystal Worlds) in Wattens threw open its doors to offer a new crystal living experience, a space where science and magic meet. Under the

watchful gaze of the iconic Giant, spread over 7.5 hectares this joyful space showcases internationally and nationally recognized artists, designers, and architects. The spellbinding crystal gallery experience of the Chambers of Wonder, the expansive gardens and ever-changing exhibitions has entranced and enticed over 16 million visitors since its opening.

As exhilarating retail extensions of this wondrous world, Swarovski Kristallwelten Stores in Innsbruck and Vienna, continue to embrace the mesmerizing magic of the beloved crystal destination, with the trio merging to form the internationally acclaimed D. Swarovski Tourism Services GmbH.

Providing a one-of-a-kind encounter of art, nature and shopping – in one of the largest crystal retail spaces in the world – with a year-round program of events for all ages highlighting culture, lifestyle, and Austrian heritage, Swarovski's very own wonderland continues to captivate and spark imagination. Transforming crystal into a living breathing adventure, guests are assured of a unique and astonishing encounter every single visit.

www.swarovski.com/kristallwelten

Information & contact details

Kathrin Puelacher
PR Manager
Daniel-Swarovski-Straße 70
6067 Absam, Austria
Cell phone: +43 (0) 664 / 625 58 68
kathrin.puelacher@swarovskioptik.com
SWAROVSKIOPTIK.COM